

Guidelines for using the Nordic Swan Ecolabel

on products and services



Welcome

These guidelines have been created to illustrate the basic rules on how to use the Nordic Swan Ecolabel on product packaging, for services and on printed matters.

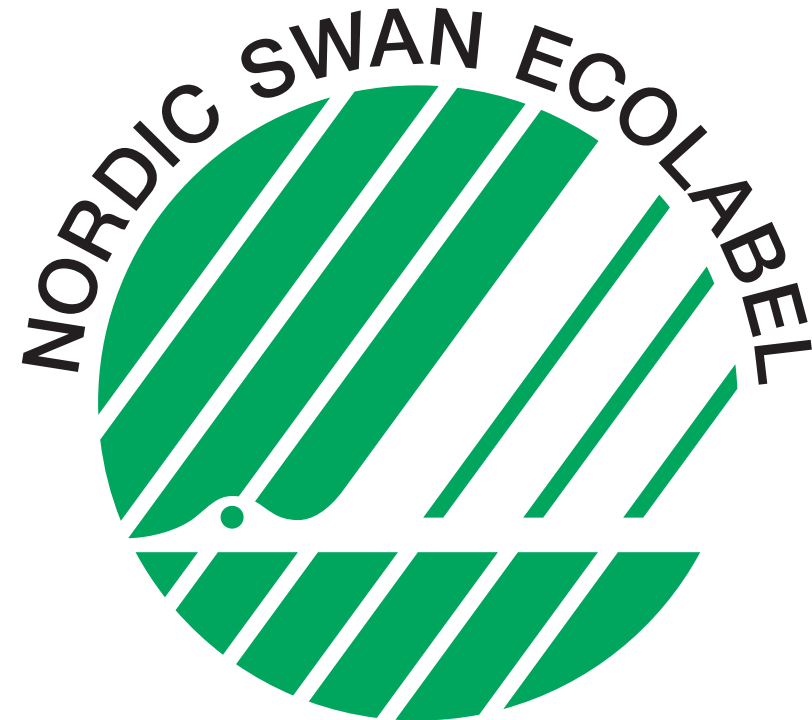
As a licensee or brand owner you have gone through great efforts to obtain a Nordic Swan licence for your product or service.

By using the Nordic Swan Ecolabel actively on your product or service, you not only get an official proof of your environmental

efforts, you also get an effective marketing tool which enjoys high credibility and recognition, and helps you position your product or service to consumers and professional buyers.

Note! Nordic Swan Ecolabel in marketing materials

This guideline does not provide rules for use of the Nordic Swan Ecolabel in promotion materials such as advertisements, brochures, displays, exhibitions, etc.



We are always happy to help you, if you have questions.
Please contact your local marketing department. See the contact information on page 3.

In November 1989, the Nordic Council of Ministers adopted a measure to implement an official voluntary ecolabelling scheme, the Nordic Swan Ecolabel. The organizations listed below administer the Nordic Swan Ecolabel on assignment of their national governments.

Guidelines for
using the Nordic
Swan Ecolabel
on products and services



Need help?

If you have questions or need help, please contact your local ecolabelling organisation or visit their homepage:

**Ecolabelling Denmark,
Danish Standards Foundation**

DK-2150 Nordhavn
DK-9670 Loegstoer
Tel.: +45 72 300 450
info@ecolabel.dk
www.ecolabel.dk

**Ecolabel Finland,
Motiva Services Oy**

FI-00101 Helsinki
Tel.: +358 9 6122 5000
joutsen@ecolabel.fi
www.joutsenmerkki.fi

**Ecolabelling Iceland,
Umhverfisstofnun**

IS-108 Reykjavík
Tel.: +354 591 2000
ust@ust.is
www.ust.is

Ecolabelling Norway

NO-0255 Oslo
Tel.: +47 24 14 46 00
info@svanemerket.no
www.svanemerket.no

Ecolabelling Sweden AB

SE-100 64 Stockholm
Tel.: +46 8 55 55 24 00
info@svanen.se
www.svanen.se

List of content

1.0 Introduction

1.1 Important steps to correct use	6
1.2 Disclaimer	7
Responsibilities	7
Incorrect use of the mark	7

2.0 Use of the Nordic Swan Ecolabel mark

2.1 Basic guidelines		2.2 Use on products and packaging		2.3 Use of mark for services	
Composition and hierarchy	10	Placement options	18	Clear communication	24
Language versions	11	Examples	19	Examples of service marks	25
Placement of licence no/subtext	12	Products with no outer packaging	20	Placement of mark on website	26
Small size mark	13	Secondary packaging	21	Checklist	27
Variants in Sweden	14	Checklist	22	2.4 Use on printed matter	
Colours	15			Printed matter	29
Incorrect use of mark	16				

1.0 Introduction

This chapter explains the most important things you need to know before using the Nordic Swan Ecolabel

- Important steps to get started
- Disclaimer, responsibilities and misuse

1.1 Important steps to correct use of the Nordic Swan Ecolabel

1

Get the Nordic Swan Ecolabel mark artwork files

As a licensee with an active license for the Nordic Swan Ecolabel you will get access to download the Nordic Swan Ecolabel in various file formats.

If you are in doubt whether you have the most recent version of the mark, please contact customer service at your local ecolabelling organisation by email – or go to their website. See the contact information on page 3.

Do you have a licence to use the mark?

Only companies with a valid licence for the Nordic Swan Ecolabel can use the mark – and only on their ecolabelled products or services.

2

Get your eight-digit product or marketing licence number

Each Swan Ecolabel licence is assigned an eight-digit licence number. The licence number shall be shown together with the Nordic Swan Ecolabel when used on a product or on a website of a service provider.

Share this guideline!

Share these guidelines with your design agency to ensure correct use.

3

Place mark and licence number on your product or website

Follow the rules in this guideline when you place the Nordic Swan Ecolabel on your product packaging - or when you place the Nordic Swan Ecolabel on your website as a service provider.

Note!

Remember to check the criteria document for your specific product group to see if there are special requirements on the subtext and use of the mark.

Do not use the mark if your licence has expired!

The right to use the Nordic Swan Ecolabel ceases at the end of the licence period, when the licence becomes invalid or when

4

Check that use of the mark is in compliance with the guidelines

Use the checklist in chapter 2 to ensure that the artwork complies with guidelines.

If in doubt:

Send the final artwork for the product packaging (label, primary packaging, secondary packaging) or link to your website to your local ecolabelling officer who is responsible for managing your licence or application.

the relationship between the licensee and the ecolabelling organization ends in any other way.

1.2 Disclaimer, responsibilities and misuse information

Disclaimer

These guidelines have been developed by:

Nordic Ecolabelling,
Box 38114, SE-100 64 Stockholm, Sweden
Tel.: +46 8 55 55 24 00
fnm@nordic-ecolabel.org
www.nordic-ecolabel.org

Nordic Ecolabelling or the local ecolabelling organisation grants permission to use the Nordic Swan Ecolabel on products and services for licensees that have a valid licence.

The right to use the Nordic Swan Ecolabel on products and services is only granted for the products and services listed in the licence certificate. Use of the Nordic Swan Ecolabel on products and services not listed in the licence certificate is not allowed.

Nordic Ecolabelling reserves the right to change the guideline. All licensees and holders of registrations will be informed of such a change in writing.

Responsibilities

The Licensee is solely responsible for the product labelling, packaging and information.

Also, it is the responsibility of the licensee to ensure that the product packaging or labelling comply with national standards and legislation.

The Licensee is responsible for ensuring correct use of the Nordic Swan Ecolabel, and for ensuring that subtext and licence number is accurate.

Nordic Ecolabelling does not take responsibility for any other marks or claims on the product or service.

Misuse of the Nordic Swan Ecolabel

In case of misuse of the Nordic Swan Ecolabel, the following steps will be taken by the local ecolabelling organisation in the country where the misuse has taken place.

- The misuse will be reported and logged into a register.
- The company misusing the Nordic Swan Ecolabel will be contacted – to investigate the misuse.
- Corrective actions will be required within a time frame. The time frame will depend on the type of misuse, the media/channel, and on the severity of the misuse.
- Follow-up actions will be conducted to ensure that the misuse has stopped or been corrected.

For more information please see section 2.7 in Regulations for the Nordic Ecolabelling of products.

Intellectual property rights:

The Nordic Swan Ecolabel name and mark is intellectual property belonging to the Nordic Ecolabelling organisations..

Only organisations that have obtained a licence for the Nordic Swan Ecolabel are allowed to display the Nordic Swan Ecolabel on their products and services.

Organisations without a license can only use the mark on printed matter – if the printed matter is Nordic Swan ecolabelled.

Products inspected by Nordic Ecolabelling to be included as a raw material in a Nordic Swan ecolabelled product, but which are not in themselves Nordic Swan ecolabelled, are not entitled to carry the Nordic Swan ecolabel.

Unauthorised use of the mark is prohibited and will be treated as an infringement of intellectual property rights.

2.0 Use of the Nordic Swan Ecolabel

This chapter and its sections explain the basic rules and guidelines for using the Nordic Swan Ecolabel mark on products and services - and on printed matters.

2.1. Basic rules

This section explains the basic rules when using the Nordic Swan Ecolabel

- Components and hierarchy
- Language versions
- Placement of licence number and subtext
- Mark colours
- Don'ts

2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

The components & hierarchy of the Nordic Swan Ecolabel

The Nordic Swan Ecolabel mark consists of three components:

1. The Nordic Swan symbol with uppercase text
2. The descriptive subtext *)
3. The product's licence number

The uppercase text NORDIC SWAN ECOLABEL follows the curved outline on top of the Nordic Swan symbol.

The licence number is placed below the Nordic Swan Ecolabel mark.

*) Descriptive subtext

is only obligatory for services and a few product groups. Rules are stipulated in the relevant criteria document.

Both subtext and licence number shall use the **Helvetica Neue Medium** typeface. (Helvetica Neue Ltd Std)



1) Nordic Swan Ecolabel symbol with uppercase text

Subtext
1234 5678

2) Descriptive subtext *)

3) Eight-digit licence number

2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Language versions of the Nordic Swan Ecolabel

The Nordic Swan Ecolabel can be used in six different language versions:

International version:

The English version of the mark can be used across all Nordic markets or in countries outside the Nordic.

National versions:

Swedish *)
Norwegian
Icelandic
Danish
Finnish

*) In Sweden, there are two variants of the Nordic Swan Ecolabel logotype.

See page 14.

International



Sweden *)



Norway



Iceland



Denmark



Finland



2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Placement of licence number and subtext

- 1. The Nordic Swan Ecolabel and the eight-digit licence number** are obligatory elements and must be present on all products and services.
- 2. The descriptive subtext** is obligatory for all ecolabelled services and for a few product categories (see rules in the criteria document for your specific product group).

Detailed information about the placement of the mark, licence number and subtext on the pack, can be found in section 2.2.

To improve branding and increase visibility of the Nordic Swan Ecolabel on products, you can place the mark with Nordic Swan Ecolabel on front of the pack - and move obligatory information about licence number etc. to the back of the pack.

Mark with Nordic Swan Ecolabel



Mark and licence number



Mark, subtext and licence number



2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Small size mark - back of pack

A small size, horizontal version of the Nordic Swan Ecolabel is available for use as secondary mark on the back of the pack.

In this version, the Swan symbol is accompanied by a short text and the eight-digit licence number.

The small size version should be used as secondary mark on products which display the Nordic Swan Ecolabel mark on the front without the licence number or product subtext.

NOTE!

The small size version of the mark should only be used for secondary placement.

If the small size version is used as primary mark on small products, this must be specifically approved by your local ecolabelling organisation. See the contact information on page 3.

Small size version



Nordic Swan Ecolabel
1234 5678

2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Variants in Sweden

In Sweden you will find two versions of the Nordic Swan Ecolabel:

1. A version with the text "Svanenmärkt", which fits well with a product or service, e.g. Nordic Swan Ecolabelled furniture and Nordic Swan Ecolabelled hotels.
2. A version with the text "Svanenmärket", which is similar to the mark in other Nordic countries.

As a license holder you can choose which version you prefer to use, but we recommend version 1 with the text "Svanenmärkt".

Recommended



Undertext
1234 5678

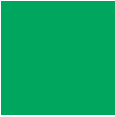
Alternativ




Undertext
1234 5678

2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

 Pantone: 347 C
CMYK: 100 / 000 / 090 / 000
RGB: 000 / 154 / 068
HTML: #009a44

 Pantone: Black
CMYK: 000 / 000 / 000 / 100
RGB: 000 / 000 / 000
HTML: #000000

Mark colours

Green, black and white are the brand colours of the Nordic Swan Ecolabel and the mark is available in three colour versions. The two-colour is the recommended version.

NOTE!

The swan symbol must never be used in negative or in grey-tones.

Always use the green and black colours specified above. If you have problems complying with the rules for use of colours, please contact your local ecolabelling organisation. See the contact information on page 3.

On white and light-coloured backgrounds

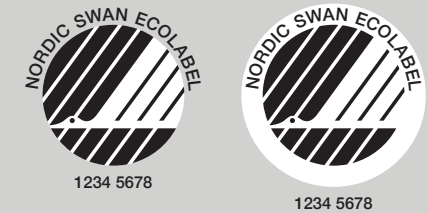
Recommended version



Optional one-colour version



Optional one-colour black



On dark or patterned backgrounds

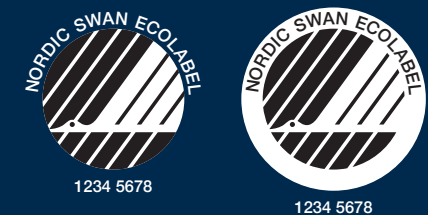
Recommended version



Optional one-colour version



Optional one-colour black



2. Use of the Nordic Swan Ecolabel

2.1 Basic rules

Incorrect use of the Nordic Swan Ecolabel

The Nordic Swan Ecolabel enjoys high recognition amongst Nordic Consumers and it is important that it always appear the same way.

The Nordic Swan Ecolabel must never be altered, distorted or recreated in a way that will violate the design of the mark.

The Nordic Swan Ecolabel provided to you by your local ecolabelling organisation is the only version of the mark you are allowed to use.

Please make sure to use the latest version of the mark.

Always check if the mark is the latest version when you update your artwork on product packaging or visibility material.

You will find the current version of the mark on the website of your local ecolabelling organisation. See the contact information on page 3.

As a minimum the mark should be replaced when your licence is renewed.



2.2 Use of the Nordic Swan Ecolabel on products and packaging

This section provides a guideline for using the Nordic Swan Ecolabel on products

- Placement options
- Guideline for use on small size packaging
- Guideline for use on secondary packing (displays, shelf trays)
- Artwork checklist

2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Placement options

The Nordic Swan Ecolabel should be clear and visible when placed on a product's packaging – to make it easy for consumers to spot the ecolabel.

The key components of the Nordic Swan Ecolabel can be placed in two different ways:

Option A

Mark on the front of the pack.

Licence number on the back.

The mark is placed on the front of the pack. A small size mark with licence number is placed on the back of the pack.

Option B

All on the front of the pack.

The mark and licence number is placed together on the front of the pack.

See next page for examples.

Option A
Mark on the front of the pack - text on the back.



Option B
All on the front of the pack.



Consumers look for the Nordic Swan Ecolabel

Several Nordic market studies conclude that a majority of the consumers look for the mark when they shop. Consumers want it to be easy to spot ecolabelled products and retailers wish to highlight their ecolabeled range to their customers. Make sure to respect their wishes by placing the Nordic Swan Ecolabel in a visible place on your product.

2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Examples

For maximum visibility of the Nordic Swan Ecolabel we recommend placing the mark alone on the front of the pack, and move the licence number to the back side of the packaging.

A. The mark on the front of the pack must be in a size proportional to the packaging and positioned so that is clear and visible.

B. The licence number and subtext on the back of the pack must be placed together with a small version of the Nordic Swan Ecolabel mark for easy recognition. See page 13.

C. All on the front of the pack
When the mark is placed on the front of the pack together with the licence number and possible subtext, make sure to use it in a size where the text is legible.

D. Several marks on pack
On large packagings it is recommended to place additional marks on side panels. The licence number only needs to be shown on one side.



Front



Back



NOTE:

- Consider the position of the mark if the product is placed in a tray or on a shelf to avoid the shelf covering the mark.
- The mark must be in a size proportional to the packaging and licence number and descriptor must be clear and legible.
- On small size packs the small size version of the mark (page 13) can be used as primary mark - if approved by your local ecolabelling organisation.

2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Products with no outer packaging

On products with no outer packaging, for example clothing, building boards, toys or durable wood products, the Nordic Swan Ecolabel mark can be displayed either on a sticker, a neck label or a hang tag to make it easy for the consumer to see that the product is ecolabelled.

NOTE!

- Remember to include the licence number below the mark.
- If the Nordic Swan Ecolabel mark is displayed on multiple facings, the licence number only needs to be displayed once.
- Use of small size mark on stickers, hang-tags etc. is subject to approval by your local ecolabelling organisation. Make sure to get this approval before you finalise your design.

See the contact information on page 3.



2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Secondary packaging

To increase visibility to consumers the Nordic Swan Ecolabel mark can be included on a secondary packaging with ecolabelled products.

The Nordic Swan Ecolabel mark can be placed in two different ways:

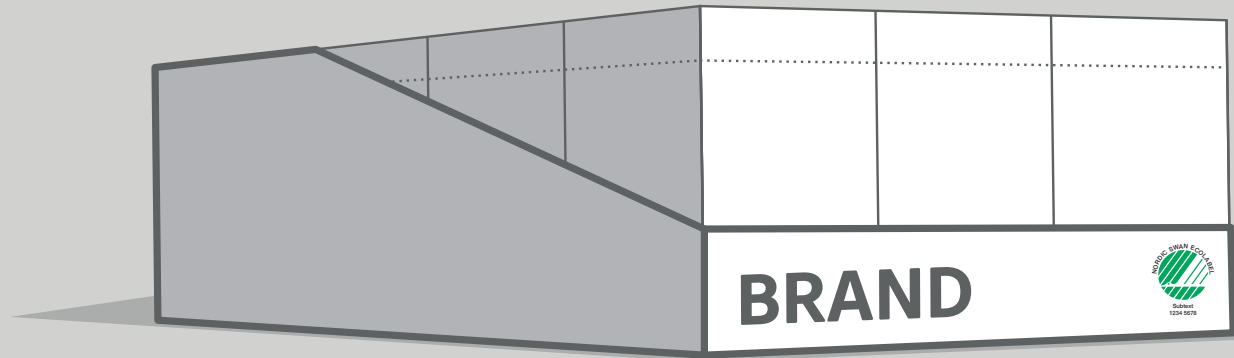
A. If the tray/display covers the mark on the products, the Nordic Swan Ecolabel can be displayed on the front of the unit.

B. If the mark and licence number is visible on the products, it is not necessary to place a mark on the tray or display.

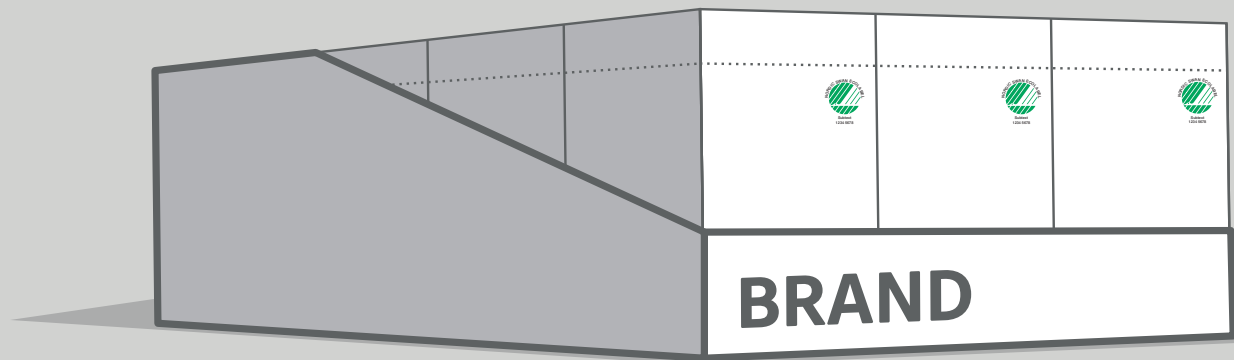
NOTE!

- The Nordic Swan Ecolabel can only be used on a secondary packaging if all items in the unit are Nordic Swan ecolabelled.
- The mark and licence number must be identical with the mark on the products in the unit.

A



B



2. Use of the Nordic Swan Ecolabel

2.2 On products and packaging

Artwork checklist

Use this checklist to ensure that your packaging design and final artwork is in compliance with this guideline.

If in doubt

If you are in doubt whether your packaging meets this guideline, you can send the artwork (label, primary packaging, secondary packaging) to your local ecolabelling officer who is responsible for managing your licence or application.

- 1 Check requirements in the criteria document.**
Check the criteria document for your specific product group to see if there are special requirements to the descriptive subtext and use of the mark.
- 2 Place the mark on the front of the pack.**
The Nordic Swan Ecolabel must be placed on the front face of the packaging product and be visible and legible to the consumer. The front mark must be used in a size proportional to the size of the packaging.
- 3 Make sure to use correct colours.**
The green/black colour version of the Nordic Swan Ecolabel is the recommended version. Use the mark with white background on darker or busy/patterned backgrounds.
- 4 Include licence number and descriptive subtext.**
Licence number - and in certain cases a descriptive subtext - must be visible and legible on the packaging/product, and can be placed either as part of the mark on the front of the pack, or placed as a secondary small size mark on the back.
- 5 Never alter the Nordic Swan Ecolabel.**
Never alter the Nordic Swan Ecolabel or attempt to make your own mark.

2.3 Use of the Nordic Swan Ecolabel mark on ecolabelled services

This section provides a guideline for using the Nordic Swan Ecolabel to identify a service

- Rules to observe
- Guideline for service providers where all services are ecolabelled
- Guideline for service providers where only some services are ecolabelled
- Examples
- Checklist

2. Use of the Nordic Swan Ecolabel

2.3 On services

Clear communication

When the Nordic Swan Ecolabel is used on services it must be clearly communicated exactly what is ecolabelled - to avoid confusing or misleading customers:

- A. If the service provider offers only one service and this service is Nordic Swan ecolabelled, the service provider can use the Nordic Swan Ecolabel in all relevant aspects.
- B. If the service provider offers several services, and not all services are (or can be) Nordic Swan ecolabelled, it must be clear that only the specific service is ecolabelled, not the entire company or the entire service portfolio.

When the Nordic Swan Ecolabel is used on services it must always be accompanied by the **obligatory descriptive service subtext and the licence number**.

You will find the obligatory service subtext in the criteria document for your service category.



1) Nordic Swan Ecolabel symbol with uppercase text

Subtext
1234 5678

2) Descriptive service subtext

3) Eight-digit license number



NOTE!

The Nordic Swan Ecolabel must not be integrated or form a part of the logo of the service provider.

2. Use of the Nordic Swan Ecolabel

2.3 On services

Examples of Nordic Swan Ecolabel service marks

On this page you will find examples on how the service subtext is placed below the Nordic Swan Ecolabel together with the eight-digit licence number.

The subtext is stipulated in the criteria document for your product group.

If in doubt

Contact customer service at your local ecolabelling organisation to get the correct mark and subtext.



Grocery Store
1234 5678



Cleaning service
1234 5678



Conference centre
1234 5678



Building
1234 5678



Printing company
1234 5678



Vehicle wash installation
1234 5678

2. Use of the Nordic Swan Ecolabel

2.3 On services

Placement of mark on websites

To help consumers and customers identify an ecolabelled service and understand exactly what is ecolabelled, the Nordic Swan Ecolabel mark should be placed on the website of the service provider. Placement of the mark on the website depends on whether all services or only some services are ecolabelled:

Option A

Fully ecolabelled service providers may use the Nordic Swan Ecolabel in **all relevant aspects**.

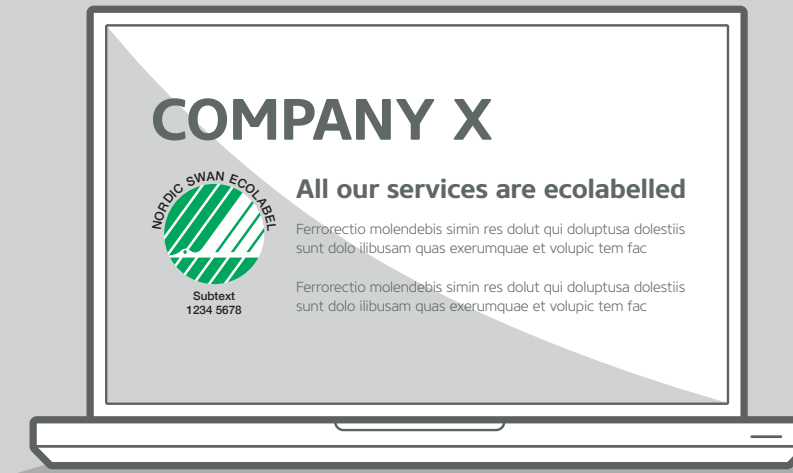
Option B

Service providers with only some ecolabelled services can only use the Nordic Swan Ecolabel on their website **in relation to the specific ecolabelled service(s)**.

The Nordic Swan Ecolabel shall be placed on the website of the service provider in a place where it is easy for customers to find it.

We recommend to let the mark link to the website of your local ecolabelling organisation or to a subpage with more information about your ecolabelled service.

A



B



NOTE:

- This guideline only provides rules for displaying the Nordic Swan Ecolabel on the website of the service provider. If you have questions about use of the mark in promotion and marketing materials, please contact your local ecolabelling organisation. See the contact information on page 3.
- The Nordic Swan Ecolabel mark should always be accompanied by the unique licence number and obligatory subtext.

2. Use of the Nordic Swan Ecolabel

2.3 On services

Checklist

Use this checklist to ensure that the use of the Nordic Swan Ecolabel on your website is in compliance with this guideline.

If in doubt

Send a link to your website to your local ecolabelling officer who is responsible for managing your licence or application.

- 1 Check requirements in the criteria document.**
Check the criteria document for your specific service category to see the descriptive subtext that should accompany the Nordic Swan Ecolabel.
- 2 Only use the mark in relation to ecolabelled services.**
The Nordic Swan Ecolabel mark must never be used in a way that is confusing or misleading to customers. If not all services are ecolabelled, it must be clear, which services are ecolabelled.
- 3 Include licence number and descriptive subtext.**
Always use the mark with the descriptive subtext and include the licence number.
- 4 Place the mark on your website.**
In order for customers and consumers to identify an ecolabelled service, the Nordic Swan Ecolabel should be placed the website of the service provider with a clear explanation of which – if not all – services are ecolabelled.
- 5 Never alter the Nordic Swan Ecolabel.**
Never alter the Nordic Swan Ecolabel mark or attempt to make your own mark.

2.4 Use of the mark on printed matter

This section provides a guideline for using the Nordic Swan Ecolabel on printed matter

- Use of the mark in printed matter
- Placement options
- Checklist

2. Use of the Nordic Swan Ecolabel

2.4 On printed matter

Nordic Swan Ecolabel on printed matter

For a printed matter to be Nordic Swan ecolabelled, it has to be printed on Nordic Swan or inspected paper and be produced at a Nordic Swan ecolabelled printing company.

The Nordic Swan Ecolabel must always be accompanied by the subtext. **Printed matter** and the eight-digit licence number for the printing company responsible for the production.

NOTE!

- You can find a list of printing companies and paper with valid licences for the Nordic Swan Ecolabel on the website of your local ecolabelling organisation.
- Do not use the printing company's own service mark in a printed matter.
- Your printing company can provide you with the correct mark and licence number to be used in your printed matter - or you can download the mark as artwork files on the website of your local ecolabelling organisation.

See the contact information on page 3.

Marks to be used in Nordic Swan ecolabelled printed matter




Printed matter
1234 5678



Printed matter
1234 5678

Small size mark to be used in Nordic Swan ecolabelled printed matter

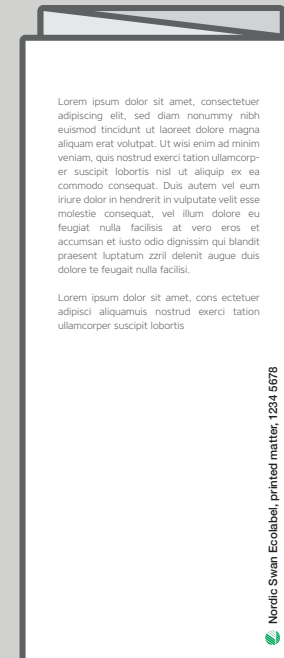
 Nordic Swan Ecolabel, printed matter, 1234 5678

2. Use of the Nordic Swan Ecolabel

2.4 On printed matter

Placement options

- In books and brochures, the Nordic Swan Ecolabel mark and accompanying text can be placed on the cover and on the inside cover or in the colophon of the printed matter.
- In flyers and single-page printed matter, on the mark can be placed in the bottom or the side of the paper – either horizontally or vertically.
- The Nordic Swan Ecolabel and the accompanying text must be shown in a size that is clearly visible and legible in the printed matter.



2. Use of the Nordic Swan Ecolabel

2.4 On printed matter

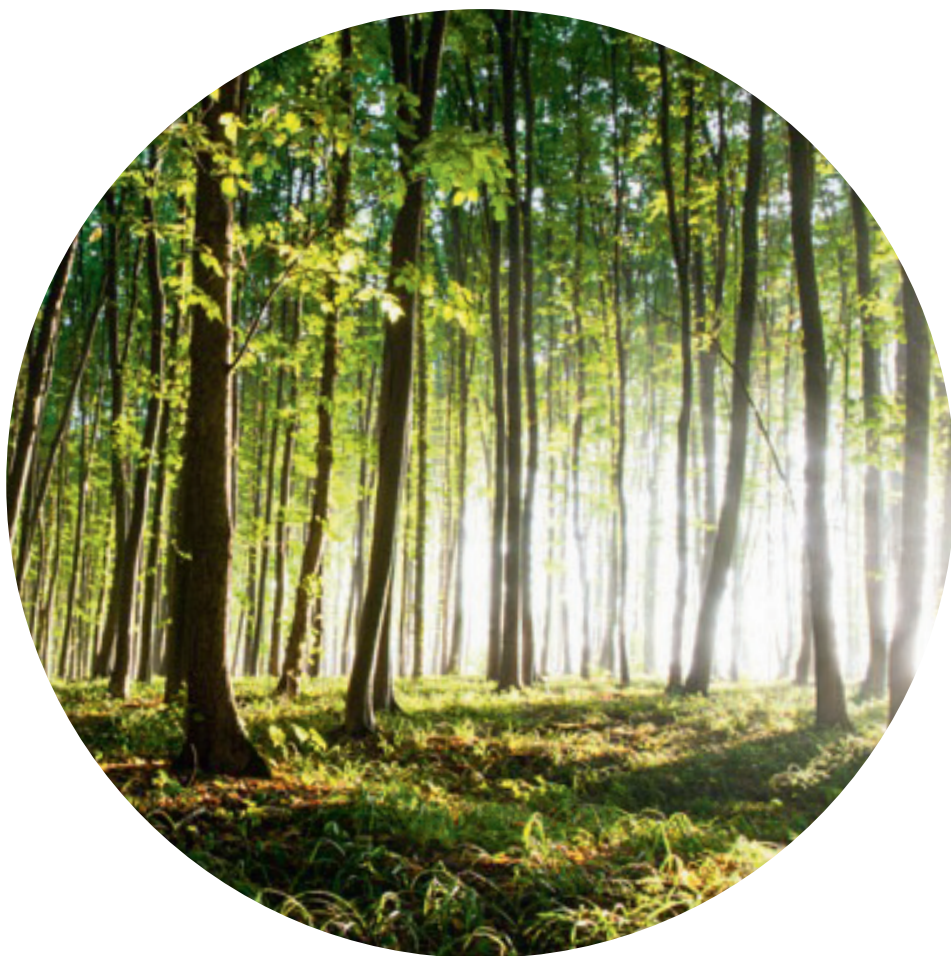
Checklist

Use this checklist to ensure that your printed matter is in compliance with this guideline.

If in doubt

Send final artwork for your printed matter and name on the printing company to customer service at your local ecolabelling organization. See the contact information on page 3.

- 1 Get the mark and licence number from your printing company.**
Your printing company can provide you with the correct mark and licence number to be included in your ecolabelled printed matter. Alternatively, you can get the mark from your local ecolabelling organisation.
- 2 Remember to include the correct licence number and the subtext "Printed matter".**
Use the licence number and descriptive subtext matching your specific printed matter – according to these guidelines. See examples on page 29.
- 3 Place the mark or subtext correctly.**
Place mark and/or subtext on the cover, inside cover, colophon or bottom/side of flyer - according to examples on page 30.
- 4 Make sure to use correct colours.**
The two-colour green/black version of the mark is the recommended version. If a one-colour version is needed, you should use all black. See colour specifications on page 15.
- 5 Only use the mark in relation to the printed matter.**
The Nordic Swan Ecolabel must not be used in a way that is confusing or misleading to customers. It must be clear that it is the printed matter which is ecolabelled and not the brand/company/content of the printed matter.
- 6 Never alter the Nordic Swan Ecolabel.**
Never alter the Nordic Swan Ecolabel mark or attempt to make your own mark. Always use the files provided by your local ecolabelling organization or printing company.



Published by:
Nordic Ecolabelling
Box 38114
SE-100 64 Stockholm
Sweden
Tel.: +46 8 55 55 24 00
fnm@nordic-ecolabel.org
www.nordic-ecolabel.org

For local contact information see page 3